

UDC 316.3:004:316.344.42-057.177

DOI <https://doi.org/10.30839/2072-7941.2018.155550>

INFORMATION AND COMMUNICATION TECHNOLOGIES AS A MAJOR MEGATREND OF PREPARATION OF THE ADMINISTRATION OF THE ADMINISTRATIVE SOCIETY

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Abstract. The urgency of the study of information and communication technologies as a factor in the development of managerial culture is due to the formation of the information society, digital technologies and digital education. The purpose of the study is the conceptualization of information and communication technologies as a factor in the development of managerial culture and their influence on the development of the culture of the head. **An analysis of recent researches and publications, from which the solution to this problem was initiated and on which the author relies.** For analysis, we distinguish publications by V. Andrushchenko, V. Bekh, Y. Beh, V. Voronkova, O. Kyvlyuk, V. Nikitenko, M. Maksimenyuk, R. Olexenko, O. Punchchenko, O. Sosnin, allowing us to penetrate into the essence of information and communication technologies as a factor in the development of managerial culture and the preparation of a management elite. Among foreign sources, the works of M.Castells, J.Masudy, O.Toffler, which underlies the analysis of the information society and the identification of its problems, are distinguished. Formation of the purposes of the article: to identify the current state of socio-economic development, characterized by unprecedented rates of development of a new information- communication arrangement of society and development of it as information support; to investigate that information and knowledge have become a tremendous wealth, an intangible asset to the development of nations and states; to form the principles of creating a system for training human resources in the context of the development of the information society, the development of which should involve information and computer technology. **Methodology of the research** - the general scientific methods and methods of constructive methodology applied to the analysis of management sciences are singled out. In the economic, sociological, socio-philosophical literature methods of constructive methodology are poorly researched. **The scientific novelty** of the research is the application of constructive methodology, which suggests that managerial science is a science of praxeological orientation aimed at the formation of a managerial culture of the information society. **Research results.** The essence of information competence is understood, which is considered as the ability to find information with the help of modern technical means, as well as to store, process and apply it; the problems of using information resources and creative possibilities of citizens as an investment resource of the country's development are analyzed; Practical recommendations for improvement of the directions of the development of information and communication technologies as the main megatrend of the information society have been developed. **The conclusion** - practical recommendations are developed that promote the improvement of the directions of information and communication technologies as the main megatrend of the preparation of the management elite of the information society.

Information and communication technologies as a major megatrend of preparation of the administration of the administrative society

Key words: information and communication technologies, information society, information, information resource, management elite

Problem solving in general and its connection with important scientific or practical tasks

The modern stage of socioeconomic development, characterized by unprecedented rates of development of new information and communication facilities for scientific and educational activities in society and, as a result, its development as informational and civic. It is logical that this is a legally defined purpose of the development of our state, because a person is opposed to any challenges and dangers exclusively at the expense of education. All the leading countries of the world have achieved their position precisely because they have all been trying to provide the opportunity to obtain high-quality education for the bulk of their citizens.

An analysis of recent researches and publications from which the author of the problem is based on the solution of this problem

For analysis, we distinguish publications by V. Andrushchenko, V. Bekh, Y. Beh, V. Voronkova, O. Kyvlyuk, V. Nikitenko, M. Maksimenyuk, R. Olexenko, O. Punchchenko, O. Sosnin, allowing us to penetrate into the essence of information and communication technologies as a factor in the development of managerial culture and the preparation of a management elite. The analysis of recent researches and publications shows that global informatization of society stimulated all processes of international

cooperation of people, thanks to the development of the information and communication sphere, increased the needs of management systems of states, societies and their citizens in various informational services, led to radical changes in all security systems of socio-political relations [1].

Against the background of previously unprecedented pace of introduction into the education of computer technology and ICT there are not only profound changes in the scientific and educational activities of the countries of the world, but also the division of the world into the center and periphery (according to the landscape of the world economy). I. Masuda gives us a complete picture of the information society, based on a historical analogy with the pattern of an industrial society. In concentrated form, it presents the historical trend of the development of an industrial, then - post-industrial and informational society

Identification of previously unsettled parts of the general problem, which is dedicated to this article - information and communication technologies as the main megatrend of the information society, which is on the increase of the efficiency of management culture, on which the axes of transformation depend on the country [2].

The purpose of the study is the conceptualization of information and communication technologies as a factor in the development of managerial culture and their influence

on the development of a culture of the head.

Formation of the purposes of the article:

- to find out the current state of social and economic development, characterized by unprecedented rates of development of a new information and communication infrastructure of society and, as a result, its development as information provision;

- to study that information and knowledge have become a tremendous wealth, an intangible asset to the development of nations and states;

- to formulate some principles of creating a system of human resource training in the context of the development of the information society, the development of which should involve information and computer technology;

- to disclose the essence of information competence, which is understood as the ability to find information with the help of modern technical means, as well as to store, process and apply it;

- to analyze the problems of using information resources and creative possibilities of citizens as an investment resource for the development of the country.

Presentation of the main research material with the discourse of the received scientific results

With the advent of computers and computer facilities, new information and technological realities of communication appeared, which

create in all spheres of human activity unprecedented previously in the form and content of life situations. The conditions and meaning of the scientific and educational activity, especially as regards the definition of legal rights and freedoms of man for the information accumulated by the global society that we inherit, radically changed [3].

They are not always covered by the definitions of classical knowledge and political and legal decisions, and therefore to provide conceptualization to our actions to overcome the problems that arise, in particular, with respect to information security as a condition of sustainable and innovative development of the state, is a trend of development of modern society, that is, especially actual a problem.

Representatives of the modern scientific and educational environment, unfortunately, did not notice in due time that with the advent of the computer in the world fundamental concepts of education, man, the Universe, temporal dimensions of time, tendencies of the development of the modern world have changed significantly. Education determines the pace of world development, and the ownership of its markets began an unprecedented hard competition.

The analysis shows that information and knowledge have become a huge wealth, an intangible asset to the development of nations and states. Today, only in the understanding of this, we have the hope that working with well-protected

information spoofing, that is, in a global and secure information and communication environment, we are able to compete in the scientific, educational, scientific and technical spheres. Avoiding the de-industrialization of the country, by introducing our borrowed and innovative ideas into scientific and educational activities, we are able to withstand the 21st century and constantly update the trends of innovation development in science, education, industry, agriculture, etc.

The power circles of Ukraine, after all, realized that under the influence of the rapid growth of the pace of world scientific and technological and technological progress, informational and educational problems acquired the features of the national, became more multidimensional - social, spiritual and, generally, the natural and economic trends of the successful development of the informational and communicative type society, demanding from us a balanced arrangement of educational information and communication systems and technologies of education.

In order to overcome the many negative defects and trends accumulated by society, in our opinion, first of all, it is necessary at the legislative level to change the attitude to science and education on the basis of a technical, informal and informational culture. This kind of culture, which has already rooted in the world of university practice, means belief in the natural force of development of scientific and technological progress as a key

component in the overall dimension of human progress [4].

One can even try to formulate some principles of creating a system of personnel training in the context of the development of an information society, the development of which should involve the information and computer technologies that underlie it, namely: competition between work personnel and management personnel; business reputation and initiative; achievement; multi-profile; quality; product consumers; information support; forms of supply; financial and resource services that are not objectionable. This is what we think it is necessary to hold a conversation about the reform of higher education in order to prepare national elite capable of innovative scientific and technical work capable of working on global markets for goods and services.

The success of the achievements of scientific and technological progress has made Ukraine more knowledgeable in the twentieth century, but the informatization of the world of information and communication environment has put us in front of us new complex tasks of organizing the transfer of own technologies to world markets of goods and services - all that is associated with the transfer knowledge. Describing the changes that have taken place in this sphere, we can not but talk about unprecedented growth rates of influence of information and communication factors on the development of domestic science, socio-economic existence in general, whatever the conceptual names we did

not give it - post-industrial, informational, market, civil, etc [5].

Today, all information and communication processes of the transfer of content information and knowledge become a real instrument of interaction for all components of society and a means of achieving compromises in the event of the adoption of agreed solutions at any level.

Unfortunately, modern methods and culture of work with information have created in the minds of people and virtual reality, which contributes to the growth of massive illusions, distracting from the real world. We sometimes face a huge problem area of information and communication elements, which requires not only deep scientific research in the field of organization of scientific and technical activities, which we have almost not conducted, because they require new approaches to systematize regulatory actions in information and communication activities.

Information competence, which is generally understood as the ability to find information using modern technical means, as well as to store, transform, and apply it, is rightfully considered as the necessary property of a person for information in the age of globalization. And precisely in the context of the implementation of NBIC technologies, today in the world under the most critical circumstances a new lifestyle is being formed, traditional intrinsic orientations are significantly transformed, and there are themes for

new discussions about measuring the values of society and man [6].

At all times, the development of fundamental and applied sciences, scientific and educational activities was the development of industrial, agricultural, medical and other technologies, the arrangement of socio-political and socio-economic relations, which characterized progress.

However, the change of epochs, which is accompanied by today's technologically-globalized modernization of society, changes in ideas about the effectiveness of technologies in modern management, their convergence at all levels is more important in determining the capabilities of states in creating and applying new scientific and educational technologies based on the achievements of science. Knowledge is becoming the basis of any transformation and, as a result, change the mentality of peoples from different countries of the world (the scope and pace of social modernization in them vary considerably).

Constantly increasing, the pace of accumulation of information resources for this (today in many respects their volumes exceed the growth rates of information needs of a person) have begun to create in the society an informational oversaturation and, as a result, the emergence of information crises, activating the emergence of new and modification of already existing threats up to the level problems of national security [7].

Over time, information threats began not only for the individual, but also for the authorities and society as a whole.

The scientific and technological progress and informatization in the twentieth century made Ukraine more knowledgeable in the world, which became ever closer to us from the middle of the century. Scientific and technological progress, based on the scientific discoveries of scientists in physics, mathematics, chemistry, biology and other sciences, has integrated them over the last decades and, it seemed, provided all the prerequisites for generating in the Ukrainian society a high wave of "information and communication energy" and innovation activities. With their help the world has created new subject areas for the development of man, societies and states.

However, we see that our new objects of the material world and the real economy are difficult to create because they usually have high-tech content and informational nature, carry new unknown challenges and threats. Thus, the well-known technology transfer processes associated with industrial espionage are a factor in its dominant development.

Describing the modern society, we can not but say that its influence on the processes of information exchange, on all aspects of social being, which we would not give it to the conceptual characteristics (post-industrial, informational, market, civil, etc.), has been unprecedented in increasing rates. Therefore one of the most urgent tasks of science and

education today is the mobilization of theoretical and practical knowledge, methodological research, subordinated to the purpose of understanding the nature of the emergence of new threats and other information and communication phenomena.

New information and communication worldview and understanding have not yet found adequate reflection not only in the mass consciousness, but even in the consciousness of the national elite, the formation of which is significantly behind the pace of development of civilization, which in itself requires special scientific research. This is connected not only with the transformation of information and communication into the most important economic category, but also with the uncertainty of many political and legal issues regarding education and communication procedures during the exchange of information and the richness of life in innovative activities [8].

In the world, with the help of modern ICTs, powerful information flows have been created to serve the needs of the consumer society. They exist exclusively as a layer of the Earth's shell, and global information and communication projects make it effective means and methods for the formation of parliamentary, power and scientific and educational elites, regulate and calm the ideas of patriots and citizens, suppressing and leveling at any cost their creativity impulses on organizing productive activities of the people.

The arsenal of such tools and technologies is continuously updated

and refined; huge funds are being used to hire professional staff, and media that cultivate the insatiable desires, feelings of constant dissatisfaction, and further improve the means of promoting the benefits of "luxurious life", and teach "correctly" to strive for "Right" to pay [9].

Knowledge and information they use as their own economic resource in innovation activity, increasing the competitiveness of their organizations in any part of the world. All this radically changes the organizational structure of society, turning it into a rather complicated sociotechnical system, introducing in the economic calculation newer and more perfect characteristics of the role of the person-creator in the "information resource", etc., structuring the solution of the problems of transformation (transformation) of socio-political relations in at least four mega-spheres: state innovation policy, economy, law, information provision.

In today's society, information that is generated directly by the creators acts almost as an uncontrolled product for mass consumption, and therefore the diversity and number of security information characteristics in society are growing rapidly and almost spontaneously. This allows us to conclude that we have not yet reached such a level of development of society, when knowledge and information play the role of the intellectual factor in scientific and technological progress. They have not even become influential economic and socio-political forces, which can not

be ignored in the diverse processes of interaction in society, in which the innovative activity of man is increasingly becoming an economic and political priority. In a situation where a person by itself begins to be defined as the creator of the virtual and real world at the same time, its intellectual load and the power of creative inspiration become the condition of its social evolution. All this poses a major problem for the person, society and the state as to the necessity of organizing continuous training of specialists and improving the educational sphere, which is already a general tendency (trend) of world development, a condition for the development of the foundations of an innovative society [10].

Unfortunately, informatization, as a possible means of democratization of the country and its innovative development, sometimes hampers, faced with a high level of legal nihilism of citizens and a low level of authority of the authorities. As a result, there is a lack of trust in it from citizens and society. The process of informatization of our state structures is often carried out by amateurs at its own discretion, sometimes it becomes a sign of improvement under the pressure of "innovative proposals" of interested parties, but no one is responsible for their implementation, and therefore from us after we have invested huge amounts of informatization funds, require, in addition to the passport, to testify about his identity by various certificates, identification codes, in particular, etc. This, oddly enough,

does not allow the authorities themselves to increase the requirements for themselves as the responsible supplier of complete and meaningful information to the public [11].

A separate topic is the use of information resources and creative potential of citizens as an investment resource for the country's development. Our legislator still does not pay enough attention to this issue, and the authorities continue to "produce" concepts that do not unify organically the problems of building a civil, informational and, as a consequence, innovative society.

It requires constant attention of the society, monitoring of the development of the conditions for the formation of an innovative vector in the development of society, using the factors of information and structures of civil society. In aggregate, they will stimulate the work of mechanisms for the development of scientific and technical potential of the country and information law. In general, the development of society through the use of information and use of new opportunities for modern ICTs should not be a myth, but an important task for all who are concerned about the understanding of the nature of the present, the desire to make the process of our development sustainable and impartial.

Consequently, the development of concepts for the effective use of information technology in conditions of Ukraine's integration into the European educational space is considered as one of the directions of modernization of education [12].

Education contributes to the emergence of new educational opportunities, perspective forms, methods and means of training, and their implementation in the process of highly skilled professionals training. Expanding the scope of accumulated problems, Ukraine, of course, must go to unprecedented reforms in the development of information and communication education. Corruption and the bureaucratic inventions of formal mimicry of useful activity have become the scales of real disaster in us. All of this devalues the most interesting and intelligent ideas of creative thinking citizens of Ukraine, turns their useful initiatives into something completely opposite to the intentions.

The scientific novelty of the research is the application of constructive methodology, which suggests that management science is a science of praxis oriented towards the formation of a managerial culture of the information society. It is proved that the most important attributes of managerial culture aimed at the analysis of a complex self-regulated system are self-organization and reflexivity. These attributes contribute to the formation of an innovative management paradigm. It qualitatively accelerates the process of development and transformation of society by incorporating intentional and unpredictable consequences [13].

Conclusions and practical recommendations

1. It is necessary to start a knowledge-based economy.

2. The human (informational, intellectual) capital, which is the basis of a

knowledge-based, competitive economy, should be formed.

3. To improve the concept of information and innovation education as the main driver of the information society, to promote the modernization of education, which would correspond to the information age of the XXI century.

4. To diversify the basic schemes of information-innovation education and its influence on training of professional specialists - innovations, creativity, training of human resources as human (intellectual) capital.

5. To stimulate the demand for innovation, as the need for industry in innovation is extremely low, and the innovation path is a socio-economic process that creates the preconditions, opportunities and needs for the

application of science in the workplace.

6. To promote the formation of a "society of knowledge and innovations" based on solving the problems of socio-economic development, namely, the innovative development of society and the development of intellectual (human) resources in the form of science and education, infrastructure construction and priorities for modernization, creation of an innovative environment and development IT education, venture financing and startup projects.

Prospects for further research

- conceptual and practical principles of the research of the leader's culture, formed during the era of the information society and globalization;

- study of modern foreign sources based on modern concepts of managerial culture.

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ІНФОРМАЦІЙНО-КОМУНІКАЦІЙНІ ТЕХНОЛОГІЇ ЯК ГОЛОВНИЙ МЕГАТРЕНД ПІДГОТОВКИ УПРАВЛІНСЬКОЇ ЕЛІТИ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА

Анотація. Актуальність дослідження інформаційно-комунікаційних технологій як чинника розвитку управлінської культури обумовлена становленням інформаційного суспільства, цифрових технологій та цифрової освіти. **Мета дослідження** – концептуалізація інформаційно-комунікаційних технологій як чинник розвитку управлінської культури та їх вплив на розвиток культури керівника. **Аналіз останніх досліджень і публікацій, з яких започатковано розв’язання даної проблеми і на які спирається авторка.** Для аналізу ми виділяємо публікації В. Андрущенко, В. Беха, Ю. Бех, В. Воронкової, О. Кивлюк, В. Нікітенко, М. Максименюк, Р. Олексенка, О. Пунченка, О. Сосніна, що дозволяють нам проникнути в сутність інформаційно-

комунікаційних технологій як чинника розвитку управлінської культури та підготовки управлінської еліти. Серед зарубіжних джерел виокремлено роботи М.Кастельса, Й. Масуди, О.Тоффлера, що покладено в основу аналізу інформаційного суспільства та виявлення його проблем.. **Формування цілей статті:** виявити сучасний стан суспільно-економічного розвитку, що характеризується небаченими темпами розбудови нового інформаційно-комунікаційного облаштування суспільства і розбудови його як інформаційного забезпечення; дослідити, що інформація і знання стали величезним багатством, нематеріальним активом розвитку націй і держав; сформулювати принципи створення системи підготовки кадрового потенціалу у контексті розвитку інформаційного суспільства, до розвитку якого мають бути залучені інформаційно-комп'ютерні технології. **Методологія дослідження** - виокремлено загальнонаукові методи та методи конструктивної методології, що застосовуються до аналізу управлінських наук. В економічній, соціологічній, соціально-філософській літературі методи конструктивної методології є малодослідженими. **Наукова новизна дослідження** – у застосуванні конструктивної методології, яка свідчить про те, що управлінські науки – це науки праксеологічної спрямованості, що направлені на формування управлінської культури інформаційного суспільства. **Результати дослідження.** Розкрито сутність інформаційної компетентності, яку розуміють як здатність знаходити інформацію за допомогою сучасних технічних засобів, а також зберігати, переробляти і застосовувати її; проаналізовано проблеми використання інформаційного ресурсу і творчих можливостей громадян як інвестиційного ресурсу розвитку країни; розроблено практичні рекомендації удосконалення напрямів розвитку інформаційно-комунікаційних технологій як головного мегатренду інформаційного суспільства. **Висновок** – розроблено практичні рекомендації, що сприяють удосконаленню напрямів інформаційно-комунікаційних технологій як головного мегатренду підготовки управлінської еліти інформаційного суспільства.

Ключові слова: інформаційно-комунікаційні технології, інформаційне суспільство, інформація, інформаційний ресурс, управлінська еліта

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ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫЕ ТЕХНОЛОГИИ КАК ГЛАВНЫЙ МЕГАТРЕНД ПОДГОТОВКИ УПРАВЛЕНЧЕСКОЙ ЭЛИТЫ ИНФОРМАЦИОННОГО ОБЩЕСТВА

Аннотация. Актуальность исследования информационно-коммуникационных технологий как фактора управленческой культуры обусловлена становлением информационного общества, цифровых технологий и цифрового образования. **Цель исследования** - концептуализация информационно-коммуникационных технологий как фактора развития управленческой культуры и ее влияние на развитие культуры руководителя. **Анализ последних исследований и публикаций**, в которых представлено решение данной проблемы и на которые опирается автор. Для анализа мы выделяем публикации В.Андрущенко, В. Беха, Ю. Бех, В. Воронковой, О. Кивлюк, В. Никитенко, М. Максименюк, Р. Олексенка, О. Пунченка, А. Соснина, которые позволяют нам проникнуть в сущность информационно-коммуникационных

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технологий как фактора развития управленческой культуры и подготовки управленческой элиты. Среди зарубежных источников выделяем работы М.Кастельса, И. Масуды, А.Тоффлера, которые положено в основу анализа информационного общества и выявления его проблем. **Формулирование целей статьи:** выявить современное состояние общественно-экономического развития, которое характеризуется невиданными темпами строительства нового информационно-коммуникационного обустройства общества и формирования его информационного обеспечения; исследовать, что информация и знания становятся огромным богатством, нематериальным активом развития наций и государств; сформировать принципы создания системы подготовки кадрового потенциала в контексте развития информационного общества, к развитию которого должны быть привлечены информационно-компьютерные технологии. **Методология исследования** - выделены общенаучные методы и методы конструктивной методологии, которые используются для анализа управленческих наук. В экономической, социологической, социально-философской литературе методы конструктивной методологии есть малоисследованными. **Научная новизна исследования** - в применении конструктивной методологии, которая свидетельствует о том, что управленческие науки - это науки праксеологического направления, которые направлены на формирование управленческой культуры информационного общества. **Результаты исследования.** Раскрыта сущность информационной компетентности, которую понимают как способность находить информацию при помощи современных технических средств, а также сохранять, перерабатывать и применять ее; проанализированы проблемы использования информационного ресурса и творческих возможностей граждан как инвестиционного ресурса развития страны; разработаны практические рекомендации усовершенствования направлений развития информационно-коммуникационных технологий как главного мегатренда информационного общества. **Вывод** - разработаны практические рекомендации, которые содействуют усовершенствованию направлений информационно-коммуникационных технологий как главного мегатренда подготовки управленческой элиты информационного общества.

Ключевые слова: информационно-коммуникационные технологии, информационное общество, информация, информационный ресурс, управленческая элита

*Стаття рекомендована до публікації д.філософ.н., проф. В.Г.Воронкову
(Запоріжжя, Україна)*

*Надійшла до редколегії: 01.11.2018 р.
Прийнята до друку: 06.11.2018 р*